

Communications report

January 2014

Headlines

- 817 press cuttings (up 29% on Jan 2013)
- 99 media calls handled (1 out-of-hours) (down 36% on Jan 2013)
- 6 news releases issued
- 1 blog posted
- 7 media interviews arranged, 7 carried out
- 450,322 website visits
- 5,227 publications distributed
- 0 events arranged, 0 attended as exhibitors

Channel		Reaching organisations	Reaching individuals
Cuttings (HS)	Consumer media	On 7 January, a Guardian article relating to an FOI request for information about free schools praised the work of the ICO, noting that: 'getting an ICO judgement was not quick, but their officers were extremely helpful. My case worked constantly and professionally explained the legal oddities and remained upbeat. Yet each time there was progress, the DfE would raise a new point – dragging the whole process on for months.'	Also during January, a Twitter campaign launched by West Midlands Police, naming and shaming drink drivers was reported in a number of local newspapers, including the Coventry Observer which noted that the ICO would not be investigating West Midlands Police for naming the drivers.
Generated: 15%			
Non-generated: 85%			
Total:		Later in the month, around 20 Jan, coverage focused on care.data, the Guardian, Daily Telegraph and GP	On 24 Jan, the BBC Online, the Eastern Daily Press, and local radio all reported on boarding school in Norfolk that had accidentally sent year 13 pupils a spreadsheet of sensitive personal information. The article noted that the college had self-reported the breach to the ICO.

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Channel		Reaching organisations	Reaching individuals
817 1% positive 93% on message 3% balanced 3% negative		<p>magazine all reporting on the roll out of the programme with a negative slant. The Daily Telegraph also reported that the 'database' maybe illegal under proposed EU legislation. A few days later, on 24 Jan, the Guardian featured a more positive article, looking at the beneficial aspects of care.data which included a quote from the ICO.</p> <p>Also during January, and article in the Telegraph quoted Lord Rennard saying he couldn't get a copy of the inquiry into his conduct due to the Data Protection Act. Nick Clegg was also quoted in the same article noting that there would be "nothing wrong in principle" in publishing the report by Alistair Webster QC, but it would have to be "so redacted it wouldn't necessarily give the full picture." Lord Rennard's full statement said that he had been "advised firmly that there is no legal basis for refusing me a copy of the report in appropriately confidential circumstances."</p>	
	Trade / sector media		
Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).			

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Channel	Reaching organisations	Reaching individuals
Web stats (KM) 450,322 visits (+48%)	Page views in 'for orgs' section: 656,984 (+32%) Top pages: <ol style="list-style-type: none"> 1. Data protection: 24,654 (+42%) 2. DP guide: 34,759 (+53%) 3. Register: 28,912 (+62%) 4. DP: the principles: 26,388 (+38%) 5. For orgs: 20,417 (+55%) Popular content: <ol style="list-style-type: none"> 1. BYOD policy at work: 3,207 2. Barclays bank prosecution: 2,618 3. NHS patients and the DPA blog: 2,108 4. Cyberstreet launch: 1,831 5. Road to reform blog: 936 Guidance (PDFs) downloads: <ol style="list-style-type: none"> 1. Registration form: 1021 (-49%) 2. DP guide: 875 (-26%) 3. CCTV Guidance: 781 (-38%) 4. SAR code of practice: 584 (-52%) 5. Employment code of practice: 313 (-50%) 	Page views to 'for the public' pages: 152,632 (+29%) Top pages: <ol style="list-style-type: none"> 1. Personal information: 24,654 (+42%) 2. Crime guide: 14,007 (+44%) 3. CCTV guide: 8,972 (+35%) 4. Spam texts: 6,302 (+36%) 5. Nuisance calls: 5,904: (+56%) Complaints: <ol style="list-style-type: none"> 1. Marketing: 8,410 (+57%) 2. Handling information: 8,410 (+29%) 3. Getting information: 5,549 (+41%) 4. Satisfied with our service?: 615 (+34%) 5. Cookies: 129 (+22%) Misc: Search the register: 27,468 (+54%) Referrals to jobsite: 1,061 (+41%) Contact us: 6,672 (+24%) Device (visits) <ul style="list-style-type: none"> • Desktop: 378,152 (+50%) • Mobile: 42,949 (+37%) • Tablet: 29,221 (+56%)

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	<p>General trends / projects</p> <p>All metrics measuring website engagement increased significantly this month, recovering from the Christmas period slump.</p> <p>However, document download figures all fell during this month. These figures are inaccurate and are a result of our recent domain switch (from 'www.ico.org.uk' to 'ico.org.uk'). This has only affected download stats as the domain name forms part of the URL address for downloads in Google Analytics, but not for web pages. This issue should be resolved for next month's report.</p>	
<p>Social media (HS)</p> <p>Total: 2,457</p> <p>ICO: 50%</p> <p>DP: 36%</p> <p>FOI: 9%</p> <p>Data security: 11%</p> <p>75% positive 23% neutral 2% negative</p> <p>No of visits to the website from social media: 5,053 (+37%)</p>	<ul style="list-style-type: none"> • LinkedIn followers: 2,235 • Twitter followers : 9,199 <ul style="list-style-type: none"> ◦ ICO tweets: x • YouTube views: 5,476 (+27%) • Website visits from social media: 5,053 (+37%) <ul style="list-style-type: none"> ◦ Twitter: 2,445 (+45%) ◦ Facebook: 1,575 (+98%) ◦ LinkedIn: 326 (+33%) <p>Data protection and data security were the key subject areas to drive mentions of the ICO on social media channels during January.</p> <p>A report on compliance in GP surgeries (produced by Good Practice) was the leading topic of discussion during the month, representing 21% of the total volume of Press Office generated content and was also a key driver of positive social media activity. The report was shared predominantly across Twitter and</p>	<ul style="list-style-type: none"> • Facebook 'likes': 1,012 <p>Aside from Twitter, the ICO continued to be mentioned most frequently across forums. Forum threads to attract the most discussion included the <i>consumeractiongroup.co.uk</i> post: 'Missing Monthly Data on Credit Report Entry' and <i>moneysavingexpert.com</i> thread: 'Charging Order? The myth'.</p> <p>Facebook accounted for 4% of ICO social media mentions during January.</p>

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	<p>was the leading driver of positive Twitter content. 'GP surgeries must do better on data handling, says ICO' published by <i>The Register</i>, was a leading topic of Twitter posts, shared with almost 100,000 potential readers.</p> <p>Other peaks in social media discussion during January included DPD day on 28 January when Press Office embarked on a 'Day in the life' twitter campaign. One ICO tweet which quoted Rear Admiral Grace Hopper, was retweeted 427 times. Our Storify page was also visited more than 1,000 times, and there was plenty of praise for the care.data infographic, including the editor of GP magazine, Steve Nowotny, who tweeted, "v clear infographic from @ICOnews explaining care.data. Why wasn't a leaflet like this sent out @NHSEngland?" - his tweet also included a link to the ICO website, and our care.data infographic.</p> <p>Influential Twitter users (in terms of followers) to drive content included Channel_E and PulseToday. Channel_E reported on the principles of the DPA, whilst PulseToday informed almost 16,000 Twitter users of the NHS care.data project. Blogs sites to influence the highest volume of mentions of the ICO included informationrightsandwrongs.com and 2040infolawblog.com.</p> <p>An ICO tweet, 'Cabinet Office monitored over FOI response times' received a mixed response across</p>	

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	<p>social media, influenced predominantly by mainstream media. Louky_anon tweeted: "ICO wants Cabinet Office to respond to faster FOI requests", whilst FOIManUK asked over 2,000 potential readers: "Cabinet Office on latest @ICOnews monitoring list. Is Commissioner finally losing patience?".</p> <p>Chris Graham continued to receive the highest volume of spokesperson mentions across social media during January. <i>Bainesy1969</i> was a key author to drive negative mentions as his Twitter post: "ICO Chris Graham on BBC conflating anonymised / pseudonymised data wrongly saying must see GP to optout of #caredata" was re-tweeted to almost 7,000 potential readers. European Data Protection Day was a further key topic to drive mentions of Chris.</p>																			
<table> <tr> <th>User</th><th>Top Tweets</th><th>Number of Followers</th></tr> <tr> <td>Tom_watson</td><td>RT @bainesy1969 ICO proposed new regulatory approach to data protection: worrying implication for Rule of Law? @DavidErdos guest post http://t.co/uxNF78D0PT</td><td>136,347</td></tr> <tr> <td>Channel_E</td><td>Pan-Euro data protection impacts ICO role - SC Magazine UK http://t.co/iVR82muws3</td><td>66,573</td></tr> <tr> <td>Tvlicensingblog</td><td>@WhittleseyOne @tvlr No, that is definitely not right Martin. If they've done that you can complain to the Information Commissioners Office.</td><td>39,193</td></tr> <tr> <td>TheRegister</td><td>GP surgeries MUST DO BETTER on data handling, says ICO: Watchdog warning comes as NHS prepares to fling medical record http://t.co/UaMqK0ORBd</td><td>26,362</td></tr> <tr> <td>TheRegister</td><td>Staffs Police face data protection probe over 'drink drivers named' Twitter campaign: ICO to ponder whether hashtag http://t.co/UacwmYyAZN</td><td>25,941</td></tr> </table>			User	Top Tweets	Number of Followers	Tom_watson	RT @bainesy1969 ICO proposed new regulatory approach to data protection: worrying implication for Rule of Law? @DavidErdos guest post http://t.co/uxNF78D0PT	136,347	Channel_E	Pan-Euro data protection impacts ICO role - SC Magazine UK http://t.co/iVR82muws3	66,573	Tvlicensingblog	@WhittleseyOne @tvlr No, that is definitely not right Martin. If they've done that you can complain to the Information Commissioners Office.	39,193	TheRegister	GP surgeries MUST DO BETTER on data handling, says ICO: Watchdog warning comes as NHS prepares to fling medical record http://t.co/UaMqK0ORBd	26,362	TheRegister	Staffs Police face data protection probe over 'drink drivers named' Twitter campaign: ICO to ponder whether hashtag http://t.co/UacwmYyAZN	25,941
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Channel	Reaching organisations	Reaching individuals
ICO blog posts (KM)	No of new posts: 1 Pageviews 1) NHS patient information and the Data Protection Act – 2,108	
E-newsletter (GJ)	Number of subscribers: 13,794 Top 5 read stories: 1) ICO jobs website 2) DP duck out page 3) Enforcement section 4) Top tips for protecting your personal information when using Apps 5) Bring your own device guidance	
Publications (KTS)	Top 5 requested publications: 1) Data Protection Principles postcards – 2,657 2) Data Sharing Checklist – 834 3) Handling Subject Access Requests – 473 4) The Lights are on DVD – 368 5) Data Sharing Code of Practice – 359	Top 5 requested publications: 1) Personal Information Toolkit – 536
Events (KTS) Internal and external	No events	No events

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Channel	Reaching organisations	Reaching individuals
Parliamentary questions (PB)	None.	None.
Research (HS)	Stakeholder engagement survey: complete.	Customer satisfaction: Only strand remaining is satisfaction with ICO publications. Due for completion Q4.
ICON (MW)	Top hit stories / pages Number of visits each day Narrative / highlights	

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Communications report

February 2014

Headlines

- 1,041 press cuttings (up 128% on Feb 2013)
- 89 media calls handled (16 out-of-hours) (up 10% on Feb 2013)
- 8 news releases issued
- 2 blogs posted
- 5 media interviews arranged, 2 carried out (3 scheduled for dates in March)
- 418,524 website visits
- 3,036 publications distributed
- 1 event arranged, 1 attended as exhibitor

Channel		Reaching organisations	Reaching individuals
Cuttings (HS)	Consumer media	Throughout the reporting period, care.data remained a key news story. On 13 Feb the BBC reported on the Royal College of GPs' concerns that the scheme had not been properly explained to GPs or patients – and the Daily Mail ran a similar story, though without the RCGP's comment that the scheme could have 'enormous benefits'. The Telegraph's take included criticism by charities of the 'little effort' taken to inform patients with a sensory impairment. Mid-month it was still care.data dominating the headlines.	On 10 Feb the Mail on Sunday reported on what it described as 'the worst case of data loss from a British High Street bank'. The story alleged that 27,000 people who sought financial advice from Barclays had their details stolen. A whistleblower told the paper that the detailed customer records were sold to investment fraudsters for £50 each. The article also included a comment from the ICO noting that we would be working with the Mail on Sunday and the police to establish further details. The story also prompted significant other
Generated: 23%			
Non-generated: 77%			
Total: 1,041			

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Channel		Reaching organisations	Reaching individuals
1% positive 84% on message 13% balanced 2% negative		<p>The Daily Telegraph reported that NHS officials are in 'crisis talks' with the BMA who were calling for the scheme to be halted, and that the Royal Mail had been ordered to investigate why 'just one in three people recalled receiving leaflets'. On the same day, the Telegraph included a second article by George Freeman MP, supporting the scheme. The Sun also gave a simple guide to care.data, in the form of 'ten vital facts'.</p> <p>In other news, a letter in the Financial Times on 12 Feb criticised the ICO's response to the Google privacy policy row, headlining 'It's time for the ICO to brand Google as a privacy violator', and elsewhere, the Independent reported on Chris Graham's push for stronger sentencing powers following section 55 convictions.</p>	media coverage including the New York Times and BBC.
	Trade / sector media		
Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).			

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Web stats (KM) 418,524 visits (-7%)	Page views in 'for orgs' section: 601,635 (-6%) Top pages: 6. Data protection – 55,630 (-11%) 7. Guide to DP – 32,905 (-5%) 8. Registration – 27,490 (-5%) 9. DP guide principles – 23,012 (-13%) 10. For orgs – 18,435 – 10%) Top news and blogs: 6. Filing cabinet terrorist data: 3,253 7. Forced SAR requests blog: 2,101 8. NHS patient information 2 – 1,852 9. PIA code published – 1,641 10. NHS patient information 2 – 1,562 Guidance (PDFs) downloads: 6. Registration form – 898 7. Guide to DP – 781 8. Guide to CCTV – 686 9. Guide to Employment COP - 292 10. Employment COP – 268	Page views to 'for the public' pages: 140,877 (-8%) Top pages: 6. Accessing personal info – 22,458 (-9%) 7. Crime guide – 12,156 (-13%) 8. CCTV guide – 8,179 (-9%) 9. Accessing official information – 7,242 (-5%) 10. Spam texts – 7,044 (+12%) Complaints: 6. Marketing – 21,058 (-7%) 7. Handling info – 5,641 (+2%) 8. Accessing info – 4,265 (-12%) 9. Cookies – 138 (+7%) Misc: Search the register – 21,526 'Contact us' page views – 7,410 Most popular register search results: 1. Tesco – 58 2. The Claims Guys – 52 3. Barclays Bank - 36 Device (visits) • Desktop: 347,945 (-8%) • Mobile: 42,254 (-2%) • Tablet: 28,325 (-3%)

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Channel	Reaching organisations	Reaching individuals
	<p>General trends / projects</p> <p>Most figures went down slightly this month as February has fewer days. However, there was an increase in areas concerning nuisance texts and calls, with these public pages showing increases of 12% and 5%, respectively, in Feb. This was mirrored by the 'Enforcement/Action we've taken' pages, which displayed similar increases in pages concerning these topics.</p> <p>Now that we have the necessary analytics capability, this month I also included the top search results of the data controllers register.</p> <p>We also received an email praising the website:</p> <p>I would just like to say how pleasant it was to use the ICO website.</p> <p>As an individual whose personal information has been compromised. I was guided through the process of dealing with the organisation who should have been looking after it better, with a couple of Yes/No clicks and everything was explained clearly to me.</p> <p>Thank you very much.</p>	
<p>Social media (HS)</p> <p>Total: 2,416</p> <p>ICO: 65%</p> <p>DP: 24%</p> <p>FOI: 4%</p> <p>Data security: 7%</p>	<ul style="list-style-type: none"> • LinkedIn followers: 2,395 • Twitter followers : 9,570 <ul style="list-style-type: none"> ◦ ICO tweets: x • YouTube views: 5,469 (+0%) • Website visits from social media: 5,314 (+4%) <ul style="list-style-type: none"> ◦ Twitter: 3,203 (+31%) ◦ Facebook: 1,078 (-32%) ◦ LinkedIn: 246 (-25%) 	<ul style="list-style-type: none"> • Facebook 'likes': 1,075 <p>Content across consumer social media was driven by various ICO investigations. The ICO's investigation into reports of stolen confidential files relating to customers of Barclays Bank was the leading topic of non-generated content. News of the investigation was shared predominantly by Facebook users. Twitter user <i>Pcpro</i> tweeted to almost 15,000 followers: "Barclays investigates sale of customer</p>

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<p>47% positive 51% neutral 2% negative</p> <p>No of visits to the website from social media: 5,314 (+4%)</p>	<p>Positive social media content during February was driven by a reactive Press Office tweet linking to the ICO's advice on deleting data from computers, laptops and other devices. The tweet was driven by a post by Channel 4's Head of Comms promoting a C4 news investigation that revealed two of the UK's largest pawn shop chains selling second-hand phones containing 'swathes of deeply personal information' from their previous owners. Press Office retweeted C4's original tweet, adding a link to ICO guidance, which was shared amongst over 33,000 potential readers. "Interesting #c4news piece on personal info left on second-hand phones. Learn how to delete data" was a further key topic of re-tweets, shared with a potential audience of almost 14,000 readers.</p> <p>Chris Graham continued to receive the highest volume of mentions across social media during February. Chris' reappointment was the leading topic, influenced by shares of mainstream news content across Twitter. Blogger Tim Turner informed readers of his <i>2040 Information Law Blog</i>: "I have always much preferred the verve and acerbity of Christopher Graham to the overcautious lawyerly approach of his predecessor, Richard Thomas".</p>	<p>data to scammers (Don't worry: the ICO is on the case!).</p> <p><i>Getoutofdebtfree.org</i> and <i>moneysavingexpert.com</i> continued to be key channels for social media users to discuss the activities of the ICO. Forum threads to drive the highest volume of unique comments included '6 Defaults removed from my credit file' and 'PPI Reclaiming Discussion Part 5'.</p>

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	<p>Anne Jones also featured in tweets posted from <i>CHCEvents</i> and <i>CaptainInbox</i>: 'ICO's Anne Jones speaking at @CHCCymru Governance Conference in Powys to discuss data handling practices in housing sector'.</p> <p>Elsewhere across Twitter, an <i>SC Magazine</i> article 'Pan-Euro data protection impacts ICO role' continued to drive posts, mainly from <i>Channel_E</i> and <i>Rams_EU</i>.</p>	
ICO blog posts (KM)	<p>No of new posts: 2</p> <p>Pageviews</p> <p>1) Key battle won in forced SAR – 2,101</p> <p>2) NHS patient information (care.data) – 1,852</p>	
E-newsletter (GJ)	<p>Number of subscribers: 15,269</p> <p>Top 5 read stories:</p> <p>6) Analysis paper explains EU DP reforms</p> <p>7) Latest enforcement statistics</p> <p>8) Latest data breach trends</p> <p>9) Cyber Street</p> <p>10) Open University 'Big Data Protection' study</p>	

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Channel	Reaching organisations	Reaching individuals
Publications (KTS)	Top 5 requested publications: 6) Data sharing checklist – 955 7) Data protection postcards – 639 8) A practical guide to IT security – 552 9) Data sharing code of practice – 463 10) FOI – Hints for practitioners – 388	Top 5 requested publications: 2) Personal information toolkit - 39
Events (KTS) Internal and external	Aberdeen Learning Festival 18 February 900 delegates from schools, LEAs, universities and educational resources. ICO Section 32 guidance workshop , London 28 February Approx. 40 senior journalists and media editors.	None.
Parliamentary questions (PB)	None.	None.
Research (HS)	Stakeholder engagement survey: complete.	Customer satisfaction: Only strand remaining is satisfaction with ICO publications. Due for completion Q4.
ICON (MW)	Top hit stories / pages	

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Channel	Reaching organisations	Reaching individuals
	Number of visits each day Narrative / highlights	

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March 2014

Headlines

- 397 press cuttings (up 50% on Mar 2013)
- 74 media calls handled (7 out-of-hours) (down 31% on Mar 2013)
- 9 news releases issued
- 2 blogs posted
- 5 media interviews arranged, 5 carried out
- 478,585 website visits
- 6,458 publications distributed
- 1 events arranged, 0 attended as exhibitor

Channel		Reaching organisations	Reaching individuals
Cuttings (HS)	Consumer media	Care.data and the health sector in general continued to generate coverage throughout March. On 26 March, the Times reported that Google had pulled out a deal with NHS England because the scheme had become 'toxic'. A day later, also in the Times, a column written by David Aaronovitch praised the benefits of big data, including the care.data scheme, and in the Guardian, it was reported that SARs for care records are often 'erratically and poorly handled'.	On 25 March, the Daily Mail reported on a hospital that had been forced to reveal the details into the death of a teenage girl who bled to death following an operation. The hospital had previous tried to hold back the information under FOI because they said the details would 'endanger the mental health of the staff'.
Generated: 22%			
Non-generated: 88%			
Total:		On towards the end of the month, on 26 March, i	In regional news, on 26 March, the Aberdeen Press & Journal reported that the city council was under investigation by the ICO after hundreds of taxpayers email addresses were mistakenly made public.

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397 2% positive 89% on message 8% balanced 1% negative		<p>reported that two NCA officers were being prosecuted by the ICO for data protection offences, 'embroiling the NCA in its first controversy' since forming at the end of last year.</p> <p>On 26 March, an article in the Times on Reputation Management (written by Tom Brewster) noted that to any sizable business operating in the UK, the regulatory threat of fines for serious breaches of the DPA was 'almost negligible', and that the ICO can only fine up to £500,000 for the most serious breach - describing it as 'a pittance to any firm with financial clout'.</p> <p>On 28 March, a story in the Telegraph reported that stolen Twitter passwords are now worth more to cyber criminals than credit card details due to the hints they can provide on how to hack into other aspects of a victim's online identity. The article noted that because of the number of people that tend to use the same username and passwords for different accounts, by stealing Joe Smith's account information on one site, the criminal might gain access to his information on ten other sites.</p>	<p>On 30 March, the Independent on Sunday, Observer, Sunday Times, Sunday Telegraph, Sunday Express, the People and Sunday Mirror all reported that 'stiffer penalties' were being drawn up to punish firms that bombard people with nuisance calls. All articles reported that Culture Secretary Maria Miller was looking to, 'lower the point at which the ICO can step in'. The Sunday Express also noted that the Nuisance Call Action plan, formulated by DCMS, had been developed in conjunction with the ICO, Ofcom and Which?. The story was also reported the following day (31 March) by the Sun and Daily Mail.</p>
	Trade / sector media	<p>An article in the Law Society Gazette on 26 March included a warning from the ICO to firms using direct marketing in regards to accident claims.</p> <p>Elsewhere, an article on the 'Healthcare information revolution' in the Health Service Journal praised the</p>	

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Channel		Reaching organisations	Reaching individuals
		ICO's new Privacy impact assessment code of practice, noting its helpfulness in providing organisations with information relating to understanding data flows.	
Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).			
Web stats (KM) 478,585 visits (14%)		Page views in 'for orgs' section: 825,686 (27%) Top pages: 11. Data protection – 74,796 (34%) 12. Guide to DP – 43,722 (33%) 13. Register – 37,027 (35%) 14. DP principles – 33,017 (44%) 15. DP key definitions – 26,503 (42%) Top news and blogs: 11. British pregnancy advice fine – 5,779 12. Kent police fine – 2,559 13. DBS disclosure – 2,363 Guidance (PDFs) downloads: 11. Registration form – 955 12. Guide to DP – 823 13. Guide to CCTV – 698 14. SAR code of practice – 619 15. Guide to employment - 399	Page views to 'for the public' pages: 193,709 (27%) Top pages: 11. Accessing personal info – 30,827 (37%) 12. For the public – 17,465 (32%) 13. Crime topic guide – 16,317 (34%) 14. CCTV topic guide – 11,880 (45%) 15. Spam texts guide – 10,985 (56%) Complaints: 10. Marketing – 29,296 (39%) 11. Handling – 7,065 (25%) 12. Accessing – 5,680 (33%) 13. Cookies – 139 (1%) Misc: <ul style="list-style-type: none"> Number of register searches - 29,618 Started self-assessment – 7,491 (registration required for 39% of users) Registration payments made via credit card: 8,297 (£293,985 in payments) Most popular register search results:



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Channel	Reaching organisations	Reaching individuals
		1. David Baker - 44 2. Carmel College – 39 3. The Claims Guys - 34 Device (visits) <ul style="list-style-type: none"> • Desktop: 398,766 (15%) • Mobile: 47,945 (13%) • Tablet: 31,874 (13%)
	General trends / projects The two weeks following DPPC 2014 saw a spike in the number of pageviews across all sections of the site. There was no increase in the number of visitors, but those visitors were viewing more pages per visits – for the first two weeks of March the average number of pages per visit was 5.2 pages, compared to 3.7 pages for the previous fortnight (an increase of 40%).	
Social media (HS) Total: 6,194 9% positive 72% neutral 19% negative No of visits to the website from social media: 5,333 (0%)	<ul style="list-style-type: none"> • LinkedIn followers: 2,498 • Twitter followers : 9,804 <ul style="list-style-type: none"> ◦ ICO tweets: 96 • YouTube views: 6,617 (9%) • Website visits from social media: 5,333 (0%) <ul style="list-style-type: none"> ◦ Twitter: 2,480 (-23%) ◦ Facebook: 1,373 (27%) ◦ LinkedIn: 276 (12%) <p>Twitter accounted for 2,900 mentions of the ICO during the March reporting period, and was the key driver of social media coverage.</p> <p>There was a marked peak in coverage on 3 March due to the DPP conference.</p>	<ul style="list-style-type: none"> • Facebook 'likes': 1,119 <p>Facebook accounted for 1,451 social mentions of the ICO during March.</p> <p>Towards the end of the month (31 March), coverage on Facebook largely related to the ICO's investigation of the BBC's Panorama programme after confidential sources of the flagship programme had their identities revealed.</p> <p>Other Facebook mentions tended to focus on reporting SPAM calls, and a CMP issued to Kent Police after confidential information, including copies of police interview tapes, were left in the basement of a former police station.</p>

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	<div>  Paul Maltby @_OpenP Follow </div> <p>Preparing for keynote at #dppc2014 for data protection practioners: if attending shout if there are any specifics you'd like to see covered</p> <div>  Katie McMullan @Katie__McMullan Follow </div> <p>On nuisance calls - govt considering if high bar of "substantial damage or distress" can be lowered to "irritation and nuisance" #dppc2014</p> <p>Nuisance calls and care.data were both also key topics on Twitter. A tweet posted by Tom Watson MP questioned why @ICOnews 'allowed #caredata to be uploaded to Google under #SafeHarbor?'</p> <p>Elsewhere, a tweet posted by @thegaryhawkins tweeted about ICO website vulnerabilities, noting that the ICO have 'taken 5 yrs to fix their own website while fining others...', linking to the article in The Register concerning security concerns relating to the ICO website.</p>	

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ICO blog posts (KM)	No of new posts: 2 Views <ol style="list-style-type: none"> Windows XP countdown – 3,824 Ensuring transparency isn't the cost of outsourcing – 1,432 	
E-newsletter (GJ)	Number of subscribers: 15,998 Top 5 read stories: <ol style="list-style-type: none"> Subject access code of practice New privacy impact assessments code of practice Data protection workshops Recognising a request made under the FOIA Changes to how we handle data protection concerns 	
Publications (KTS)	Top 5 requested publications: <ol style="list-style-type: none"> Data protection postcards – 3,204 Credit explained booklet – 1,583 The Lights are on DVD – 438 Data Day Hygiene DVD – 362 FOI – Hints for Practitioners Handling FOI & EIR requests – 354 	Top 5 requested publications: <ol style="list-style-type: none"> Personal information toolkit - 544
Events (KTS)	Data Protection Practitioner Conference 3 March	

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Internal and external	750 delegates from numerous different organisations. Full day event with keynote speakers, workshops, information market, clinics and Q&A session.	
Parliamentary questions (PB)	There have been no PQs	There have been no PQs
Research (HS)	CMP research – complete and report received.	Annual Track 2014 – RFQ currently out for tender on Contracts Finder.
ICON (MW)	Top hit stories / pages Number of visits each day Narrative / highlights	

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